LEO BURNETT COMPANY, Inc.
Ad No. S-1854 – 100mm Growing – Req. No. 78590 – Blend Page B/W – 8"/a11 – Tobacco Trade – 72 (B)
Printed in U.S.A.

☐ Benson & Hedges 100's sales were up 12% last year. Marlboro 100's, up 24%, Virginia Slims up 10%, Parliament 100's, up 47%.

☐ Today, 20.2% of all cigarette sales are 100 mm. But 30% of Philip Morris sales are 100 mm.

☐ In total 100 mm. sales, Philip Morris is Number One. Thanks to all those Philip Morris People.

Philip Morris USA

Our people make money for you.

Source: https://www.industrydocuments.ucsf.edu/docs/pmhx0001
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